

CONCEPT ANNOUNCEMENT

MLB DIAMOND CASH

**The end of advertising as
brands know it.**

Mastercard, MLB and mCards partner to create a revolutionary sponsor platform built to deliver **customers and verified sales—not clicks, likes and branding alone.**

REAL CASH FOR FANS

Fans of every MLB club can earn sponsor-funded Diamond Cash and spend it at participating merchants.

VERIFIED COMMERCE FOR SPONSORS

Brands fund the Diamond Cash reward only when it is connected to an eligible completed purchase.



PROMOTIONAL PRESS FEATURE

Prepared as a partnership concept. Final claims, marks and launch details require MLB and Mastercard approval.

THE ADVERTISING REVOLUTION

From Attention to Action

MLB Diamond Cash is designed to turn the world's most passionate fan communities into a measurable engine for sponsor customers and sales.



A new sponsorship model gives brand leaders visibility into actual promotional activation, qualifying purchases and delivered commerce.

THE NEW PROMISE

Stop paying only for the possibility of a sale. Deliver real value to the fan—and fund that value when the sale happens.

THE OLD MODEL

Buy impressions. Measure reach, clicks, likes, awareness and modeled attribution.

THE DIAMOND CASH MODEL

Target the right fans. Give them real buying power. Verify the purchase. Fund the delivered result.

THE MODEL

One Program. Three Winners.

MLB connects fan passion and sponsor value through an intelligent mCard experience enabled by Mastercard acceptance.

MLB

Creates the trusted fan ecosystem

Clubs, ballparks, broadcast moments and new sponsor inventory

FANS

Receive real spending power

Earn Diamond Cash and use it on eligible purchases with participating merchants

SPONSORS

Receive verified commerce

Target audiences, define outcomes and fund rewards tied to qualifying sales

The Diamond Cash value loop

01 SPONSOR DEFINES THE SALE

Select eligible fans, merchant, purchase, reward, timing and budget.

02 MLB ACTIVATES THE COMMUNITY

Promote Diamond Cash through league, club, ballpark and digital fan experiences.

03 DIAMOND CASH APPEARS

The fan sees real sponsor-funded value inside the MLB mCard experience.

04 THE FAN SHOPS

The offer creates a clear reason to choose the participating sponsor.

05 mCARD VERIFIES

The qualifying Mastercard transaction is evaluated against the campaign rules.

06 EVERYONE WINS

The fan receives value; the sponsor receives a sale; MLB measures the result.

THE DEFENSIBLE GUARANTEE

Every sponsor-funded Diamond Cash redemption is connected to a verified qualifying sale. Unused Diamond Cash creates no sponsor reward expense.

THE FAN EXPERIENCE

Fandom Becomes Real Spending Power

Fans of every MLB club can earn sponsor-funded Diamond Cash and use it at participating merchants—all through one mCard experience.



Diamond Cash turns sponsor activation into a benefit fans can see, understand and use in the moments that matter.

\$10

MLB DIAMOND CASH

YOUR WEEKEND FAN REWARD

Spend \$50 with a participating sponsor this weekend and receive \$10 in Diamond Cash.

Activate the offer. Pay with your mCard. Receive the benefit automatically when the purchase qualifies.

Simple by design

- No complicated points conversion.
- No checkout codes to remember.
- Clear sponsor, value, condition and expiration.
- Automatic recognition through the eligible mCard purchase.

THE SPONSOR PROPOSITION

Customers and Sales—not Just Clicks and Likes

MLB Diamond Cash gives sponsors a controlled way to convert fan attention into verified commercial action.

\$0

reward expense before qualifying redemption

100%

of funded redemptions tied to eligible sales

1:1

connection between fan value and commerce

What the sponsor controls

WHO

Eligible fan community, team, geography or campaign audience

WHAT

Merchant, product, category, spend threshold and reward

WHEN

Campaign window, game-day moment, event or expiration

WHERE

Eligible in-store, online or participating locations

HOW MUCH

Total budget, Diamond Cash value and redemption limits

SUCCESS

Offers delivered, activated, redeemed and tied to verified sales

The commercial shift

Traditional sponsorship gives brands access to fan attention. MLB Diamond Cash gives brands a path to verified fan commerce.

THE SPONSOR PROMISE

If the fan does not complete the qualifying purchase, the sponsor does not fund the associated Diamond Cash reward.

OFFICIAL ANNOUNCEMENT DRAFT

MLB Introduces MLB Diamond Cash

New Mastercard and mCards-powered program will allow fans of every MLB club to earn sponsor-funded promotional cash and use it with participating merchants.

NEW YORK — [DATE] — Major League Baseball today announced MLB Diamond Cash, a new rewards and commerce program created in partnership with Mastercard and mCards to give fans of every MLB club the ability to earn and spend real, sponsor-funded promotional cash through an MLB mCard.

Together, Mastercard, MLB and mCards are building what is designed to become the most powerful advertising solution ever created for brands and sponsors: a platform focused on delivering customers and verified sales—not clicks, likes and branding alone.

MLB Diamond Cash will connect fans, teams, sponsors and merchants through one intelligent rewards experience. Fans will be able to earn Diamond Cash by engaging with participating sponsors, responding to promotions, attending events, supporting their favorite teams and making eligible purchases. Diamond Cash may then be used toward qualifying purchases with participating sponsors and merchants.

MORE THAN POINTS

MLB Diamond Cash is real sponsor-funded promotional spending power created for MLB fans.

“Baseball fans carry the game with them all season long,” said [MLB EXECUTIVE NAME AND TITLE]. “MLB Diamond Cash lets us reward that loyalty with real spending power while helping sponsors connect to verified commerce.”

Real value for every MLB fan

MLB Diamond Cash is designed to make being a fan more rewarding throughout the entire year—not only on event day. Participating campaigns may provide Diamond Cash for food and dining, fuel, travel, merchandise, entertainment, health and wellness, home improvement and other everyday purchases.

Each offer will clearly show the available value, participating sponsor or merchant, qualifying conditions and expiration date. Fans activate an eligible offer, pay with their MLB mCard and receive the benefit when the purchase conditions are met.

OFFICIAL ANNOUNCEMENT DRAFT — CONTINUED**A new performance-based model for MLB sponsors**

Participating brands will be able to place promotional buying power directly into the mCards of eligible MLB fans. Campaigns may be configured around fan communities, teams, locations, events, time periods, merchants, purchase categories, spending thresholds and promotional budgets.

Unlike campaigns that require brands to pay primarily for impressions, reach or clicks, sponsor-funded Diamond Cash is connected to qualifying transactions. If a fan does not complete the qualifying purchase, the sponsor does not fund the associated Diamond Cash reward.

Connecting fans, teams and sponsors

Teams and sponsors will be able to recognize fans with timely offers around the regular season, postseason, Opening Day, All-Star, rivalry weekends and community programs.

A restaurant could reward local fans after a victory. A travel partner could support fans attending an away event. A merchandise sponsor could provide Diamond Cash toward official gear. A national retailer could activate fans across the full MLB community.

Powered by Mastercard and mCards

Mastercard provides the trusted acceptance ecosystem that enables cardholders to transact with participating merchants. mCards provides the intelligent card, payments and rewards technology that governs who receives Diamond Cash, where it can be used, what purchases qualify, when it expires and how the resulting transaction is measured.

“MLB Diamond Cash represents the future of rewards and sponsorship,” said David Strebing, CEO of mCards. “Instead of giving fans more points to track, sponsors can give them real promotional buying power. Instead of paying only for the possibility of a sale, brands can connect their promotional investment directly to verified commerce.”

Availability

MLB Diamond Cash is expected to be introduced through selected sponsors, teams and fan communities as part of an initial launch program, followed by broader availability. Participating teams, sponsors, merchants, eligibility and launch timing will be announced at a later date.

FOR BRANDS & SPONSORS

Explore becoming an MLB Diamond Cash launch partner.
[MLB PARTNERSHIP CONTACT / URL]

FOR FANS

Register for program updates.
[MLB.LOYALTY.CASH]

THE OPPORTUNITY

The MLB Can Make Sponsorship Perform

A new category of partnership value—built around fan benefit, sponsor commerce and measurable results.

THE CLOSING IDEA

MLB can move from selling sponsors access to fan attention to giving sponsors a measurable way to reward MLB fans and generate verified sales—with MLB at the center of every relationship.

About Major League Baseball

Major League Baseball is the oldest major professional sports league in the United States and Canada, with 30 clubs and a multi-generational fan base rooted in ballpark tradition and community. [FINAL MLB-APPROVED BOILERPLATE REQUIRED]

About Mastercard

Mastercard is a global technology company in the payments industry. [INSERT CURRENT MASTERCARD-APPROVED BOILERPLATE AND REQUIRED TRADEMARK LANGUAGE]

About mCards

mCards provides intelligent card, payments, rewards and commerce infrastructure that enables major brands, enterprises and communities to launch customized card programs and connected financial experiences. Its platform combines payment capabilities, promotional cash, personalized rewards, multi-account intelligence and measurable commerce within a unified mCard experience.

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CONCEPT DRAFT • SUBJECT TO MLB, MASTERCARD, BANK, LEGAL AND BRAND APPROVAL

All partnership, availability, performance and "most powerful" claims must be substantiated and approved before publication.